

CREATING ART FOR SPRING SALES

STAHL'S
TRANSFER EXPRESS



AGENDA

- Niche Spring markets
- Creating the art
- Uploading your art
- Choosing the right product
- Create mock-ups for online sales



NICHE SPRING SALES

- Class of Shirts/Graduation
- School/Day Care Field Trips
- Field Day
- Prom/After Prom
- Baseball/Softball
- Track
- Easter
- Hikes/Nature Activities
- Fundraising Walks/Runs



QAS-165



QTK-111



QYT-238

NICHE SPRING SALES

- Autism Awareness Month (April)
- Earth Day
- Spring Break Trips
- Mother's Day
- Memorial Day
- Bachelor/Bachelorette Parties
- Golf Outings
- Horse/Car shows



QBU-307



QPR-41



NICHE SPRING SALES

Free Ebook

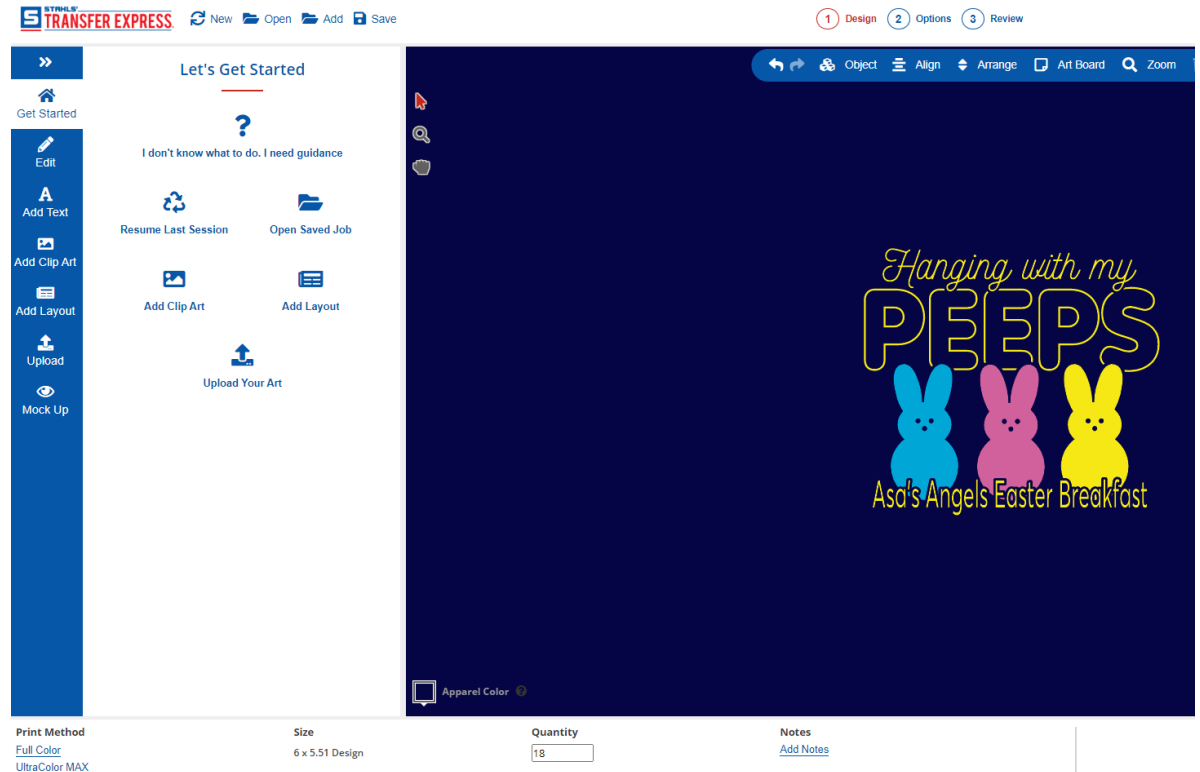
[T-Shirt Printing Calendar | Transfer Express](#)



LET'S CREATE ART

What is Easy View?

- Online Designer created for you!
- Easy to use—no art talent needed
- Preloaded with 7K customizable layouts
- Preloaded with 10K clip arts
- Preloaded with 250 fonts
- Free!



LET'S CREATE ART

Let's go take a look....

- Creating art using templates
- Uploading your own art
- Using gang sheets



CHOOSING THE RIGHT TRANSFER PRODUCT

- Use the Transfer Selector Tool [Choosing a Heat Transfer Type | Transfer Express](#)

Or

It will show you in Easy View

1 Select Print Method



Screen Print

Recommended for 1-2 color printing. Traditional screen printing process.



Full Color

Ideal for artwork with 3+ colors, shading or gradients. Digital based printed process.

2 Select Screen Print Product Type



Goof Proof

For 100% cotton and cotton/poly blends. Spot color - 70 stock ink colors available. Durable retail-like feel and finish



Elasti Prints

For heat-sensitive 100% polyester. Great stretch and rebound. Spot color - 70 stock ink colors available



Glitter

For 100% cotton, cotton/poly blends, 100% polyester. 10 stock glitter inks to choose from. Sparkles and glistens with gloss finish



Pearl Prints

For 100% cotton, cotton/poly blends, 100% polyester. Six single colors to choose from. Has a metallic finish



Glow-In-The-Dark

For 100% cotton, cotton/poly blends, 100% polyester. Single color glow ink. Milky white in daylight; greenish in dark



Foil Adhesive

For 100% cotton, cotton/poly blends, 100% polyester. Clear Foil Adhesive Ink acts as base layer. Second application of foil color goes on top of Foil Adhesive.



Hot Split Retro

For 100% cotton and cotton/poly blends. Softest screen printed transfer. Spot color - 70 stock ink colors available



Puff

For 100% cotton, cotton/poly blends, 100% polyester. Black and white puff inks. Can be used with 70 other stock colors. Puff ink raises after heat applied

Additional Options

General Options

Do you want us to cut apart? ☐

Order Notes

Changes requested may result in additional charges. [Add Notes](#)

Add Color Change?


Same Design | Different Colors | Lower Cost [Add Color Change](#)

Check Fabric Type Compatibility


Tell us what fabric you plan to apply to. **100% Cotton** Compatible

Shop Blank Apparel


Order your apparel through Transfer Express also! [Browse All](#)




Hoodies



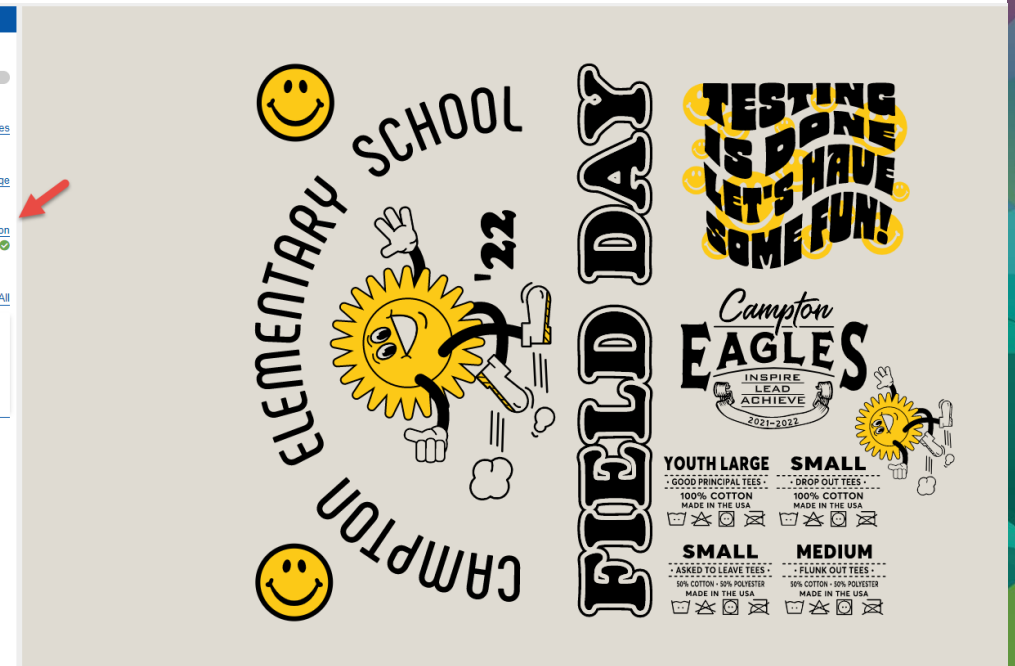
T-Shirts



Ladies



Youth



DOING MOCK-UPS



Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – info@transferexpress.com
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog – blog.transferexpress.com/
- Watch previous webinars – TransferExpress.com/Webinars
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